

ORDER



KLAS

Orders

Order / Rev: **37424**
 Alt Order #: 08863444
 Product Desc: BERKLEY/SENATE/D
 Estimate:
 Flight Dates: 10/30/12 - 11/05/12
 Original Date / Rev: 10/30/12 / 10/30/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency

Name: Shorr Johnson Magnus
 Buying Contact:
 Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Berkley, Shelley - D-USS
 Demographic: A35+
 Product Codes: PO1
 Priority: LV1
 Revenue Codes: AGY, POL, CAND

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	95	\$73,485.00	\$62,462.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	95	\$73,485.00	\$62,462.25	0.00
Totals	95	\$73,485.00	\$62,462.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$73,485.00
Market	100%	\$244,950.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$61,237.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$12,247.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/30/12	11/02/12	8 News Now 4-5a	CM	4-5a	-TWTF--	:30	8	\$25.00	LV3	0.00	NM	7	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	-TWTF--	8		\$25.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/29/12-11/04/12		8 News Now 4-5a	4-5a		-TWThF----	:30		(\$25.00)		0.00	NM		

Order / Rev: 37424
Alt Order #: 08863444
Flight Dates: 10/30/12 - 11/05/12

Advertiser: Berkley, Shelley - D-USS
Product Desc: BERKLEY/SENATE/D
Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/30/12	11/02/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	-TWTF--	:30	8	\$25.00	LV3	0.00	NM	7	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-TWTF--			8		\$25.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
See MG 1.9 [converting to :60's]															
5	8	10/29/12-11/04/12		8 News Now 4-5a		4-5a	-TWThF----	:30		(\$25.00)		0.00	NM		
See MG 1.9 [converting to :60's]															
9	8	10/30/12-10/30/12		8 News Now 4-5a		4-5a	-T-----	1:00		\$50.00		0.00	NM		
Ⓜ MG for 1.5,1.1															
2	8	11/05/12	11/05/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	M-----	:30	2	\$25.00	LV3	0.00	NM	2	\$50.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----			2		\$25.00	0.00					
3	8	10/30/12	11/02/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a	-TWTF--	:30	5	\$165.00	LV3	0.00	NM	4	\$825.00
THS MRN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-TWTF--			5		\$165.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	8	10/29/12-11/04/12		CBS This Morning 7-9a		7-9a	-TWThF----	:30		(\$165.00)		0.00	NM		
See MG 3.14 [converting to :60's]															
9	8	10/29/12-11/04/12		CBS This Morning 7-9a		7-9a	-TWThF----	:30		(\$165.00)		0.00	NM		
See MG 3.14 [converting to :60's]															
14	8	10/30/12-10/30/12		CBS This Morning 7-9a		7-9a	-T-----	1:00		\$330.00		0.00	NM		
Ⓜ MG for 3.3,3.9															
4	8	11/05/12	11/05/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a	M-----	:30	2	\$165.00	LV3	0.00	NM	2	\$330.00
THS MRN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----			2		\$165.00	0.00					
5	8	10/30/12	11/02/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a	-TWTF--	:30	5	\$185.00	LV3	0.00	NM	4	\$925.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-TWTF--			5		\$185.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	8	10/29/12-11/04/12		8 News Now 5a M-F		5-6a	-TWThF----	:30		(\$185.00)		0.00	NM		
See MG 5.14 [converting to :60's]															
13	8	10/29/12-11/04/12		8 News Now 5a M-F		5-6a	-TWThF----	:30		(\$185.00)		0.00	NM		
See MG 5.14 [converting to :60's]															
14	8	10/30/12-10/30/12		8 News Now 5a M-F		5-6a	-T-----	1:00		\$370.00		0.00	NM		
Ⓜ MG for 5.13,5.3															
6	8	11/05/12	11/05/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a	M-----	:30	2	\$185.00	LV3	0.00	NM	2	\$370.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----			2		\$185.00	0.00					
7	8	10/30/12	11/02/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	-TWTF--	:30	5	\$250.00	LV3	0.00	NM	5	\$1,250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-TWTF--			5		\$250.00	0.00					

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Advertiser: Berkley, Shelley - D-USS
 Product Desc: BERKLEY/SENATE/D
 Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8	8	11/05/12	11/05/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	M-----	:30	2	\$250.00	LV3	0.00	NM	2	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$250.00		0.00			
9	8	10/30/12	11/02/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p	-TWTF--	:30	3	\$275.00	LV3	0.00	NM	3	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					3	\$275.00		0.00			
10	8	11/05/12	11/05/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p	M-----	:30	1	\$275.00	LV3	0.00	NM	1	\$275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$275.00		0.00			
11	8	10/30/12	11/02/12	Ellen Ellen	CM	3-4p	-TWTF--	:30	4	\$375.00	LV3	0.00	NM	4	\$1,500.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$375.00		0.00			
12	8	11/05/12	11/05/12	Ellen Ellen	CM	3-4p	M-----	:30	1	\$375.00	LV3	0.00	NM	1	\$375.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$375.00		0.00			
13	8	10/30/12	11/02/12	Price Is Right Price Is Right	CM	10-11a	-TWTF--	:30	1	\$1,575.00	LV1	0.00	NM	1	\$1,575.00
PRICE RITE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					1	\$1,575.00		0.00			
15	8	10/30/12	11/02/12	Live w/Kelly Live w/Kelly	CM	9-10a	-TWTF--	:30	3	\$275.00	LV3	0.00	NM	3	\$825.00
KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					3	\$275.00		0.00			
16	8	11/05/12	11/05/12	Live w/Kelly Live w/Kelly	CM	9-10a	M-----	:30	1	\$275.00	LV3	0.00	NM	1	\$275.00
KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$275.00		0.00			
17	8	11/04/12	11/04/12	8 News Now Sun 5-7p 8 News Now Sun	CM	430-530p, 630-7p	-----S	:30	2	\$250.00	LV2	0.00	NM	2	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					2	\$250.00		0.00			
18	8	11/03/12	11/03/12	8 News Now Sat 5-7p 8 News Now Sat	CM	430-5p	-----S-	:30	2	\$185.00	LV3	0.00	NM	2	\$370.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					2	\$185.00		0.00			
19	8	10/30/12	11/02/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	-TWTF--	:30	5	\$400.00	LV3	0.00	NM	5	\$2,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					5	\$400.00		0.00			
20	8	11/05/12	11/05/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	M-----	:30	2	\$400.00	LV3	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$400.00		0.00			
21	8	10/30/12	11/02/12		CM	4-5p	-TWTF--	:30	4	\$350.00	LV3	0.00	NM	4	\$1,400.00

Order / Rev: 37424
 Alt Order #: 08863444
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: Berkley, Shelley - D-USS
 Product Desc: BERKLEY/SENATE/D
 Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
35	8	11/04/12	11/04/12	Sun 10-11p The Mentalist	CM	10-11p	-----S	:30	1	\$1,900.00	LV3	0.00	NM	1	\$1,900.00
MENTALIST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S			1		\$1,900.00			0.00			
37	8	11/02/12	11/02/12	Fri 9-10p Made In Jersey	CM	9-10p	----F--	:30	1	\$1,200.00	LV3	0.00	NM	1	\$1,200.00
MD IN JRSY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1		\$1,200.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/29/12-11/04/12		Fri 9-10p		9-10p	-----F----	:30		(\$1,200.00)		0.00	NM		
See MG 37.2															
[Due Program Change To "CSI NY" - bco]															
2	8	11/02/12-11/02/12		Fri 9-10p		9-10p	-----F----	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 37.1 11/02															
38	8	11/04/12	11/04/12	Sun 9-10p The Good Wife	CM	9-10p	-----S	:30	1	\$1,400.00	LV3	0.00	NM	1	\$1,400.00
GD WIFE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S			1		\$1,400.00			0.00			
40	8	11/05/12	11/05/12	Mon 8-9p How Met Mother/ Partners	CM	8-9p (8:00 PM-9:00 PM)	M-----	:30	1	\$6,500.00	LV1	0.00	NM	1	\$6,500.00
MTHR/PRTNR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1		\$6,500.00			0.00			
44	8	10/31/12	10/31/12	Wed 9-10p Criminal Minds	CM	9-10p	--W----	:30	1	\$12,000.00	LV1	0.00	NM	1	\$12,000.00
CRIM MINDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----			1		\$12,000.00			0.00			
46	8	11/01/12	11/01/12	Thu 8-9p Big Bang / 2 1/2 Men	CM	8-9p	---T---	:30	1	\$2,700.00	LV2	0.00	NM	1	\$2,700.00
BG BNG/2.5 MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---			1		\$2,700.00			0.00			
49	8	11/05/12	11/05/12	Letterman Letterman	CM	1135p-1237a	M-----	:30	2	\$200.00	LV3	0.00	NM	2	\$400.00
LTTRMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			2		\$200.00			0.00			
50	8	10/30/12	11/02/12	Craig Ferguson Craig Ferguson	CM	1237a-137a (12:37 XM-1:37 XM)	-TWTF--	:30	4	\$110.00	LV3	0.00	NM	4	\$440.00
FERGSN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--			4		\$110.00			0.00			
51	8	11/05/12	11/05/12	Craig Ferguson Craig Ferguson	CM	1237a-137a (12:37 XM-1:37 XM)	M-----	:30	1	\$110.00	LV3	0.00	NM	1	\$110.00
FERGSN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1		\$110.00			0.00			
52	8	11/03/12	11/04/12	8 News Now 11p Sa/Su 8 News Now Sa/Su 11p	CM	11-1135P	-----SS	:30	2	\$300.00	LV3	0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----SS			2		\$300.00			0.00			
53	8	10/30/12	11/02/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	-TWTF--	:30	2	\$500.00	LV3	0.00	NM	2	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--			2		\$500.00			0.00			

Advertiser:	Berkley, Shelley - D-USS	
Product Desc:	BERKLEY/SENATE/D	KLAS
Estimate:		

Totals	95	\$73,485.00
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